

Supply and Demand for Neighborhoods

Companies develop products and services based on an in-depth understanding of what attributes their target customers want. The design of TODs and the provision of amenities in surrounding neighborhoods also can benefit from this approach. Homes and neighborhoods (“supply”) will be most attractive if they match the needs and preferences of potential residents (“demand”).

Ideally, demands of existing and potential new residents would direct the supply characteristics of the home and neighborhood. Public sector professionals who want to develop successful TODs will benefit by considering what residents want most and how they can help provide it. This market research-based study is intended to assist this process.

Demand and Supply Characteristics

DEMAND: What People Want

Feel safe walking
at night

Enjoy walking
to errands

Shorter
commute

Schools,
place to play

**Demand
should drive
supply**

SUPPLY: Physical Attributes of the Neighborhood

People walking,
restaurants

Retail and
residential density

Proximity to transit to jobs,
pedestrian access

Proximity to
schools, parks

